

# AGENDA

## Mobilizing A Revised Virtual Campaign

03/30/2020

7:30 – 9:00 p.m.

**Location:** Zoom Web Meeting  
Join URL: <https://zoom.us/j/231891746>  
Dial In: +1 301 715 8592 US  
Meeting ID: 231891746

**Attendees:** Complete Count Committee

**Please read:** Meeting packet in advance

**Please bring:** Creative ideas

### 7:30 – 7:35 **Introductions & Approving Minutes**

Introductions | All  
Approving Minutes | Chair

### 7:35 – 8:15 **Staff Liaison/Member Updates**

General updates/HVL response | Jan  
Virtual organizing event | Jenn  
'Take 10' Online/Social Promotion | Alissa  
Video contest | Matt & Steven  
Flyer insertion opportunities | Leanne & Christine  
Church outreach | Matt

### 8:15 – 8:50 **Committee Updates**

Brainstorm on creative outreach March – May; how to address our hard-to-count tracks | All

### 8:50 – 9:00 **Review / Close Meeting**

Public Comments | Residents & Guests  
Discuss any tabled matters | All  
Review Goals for next meeting | Chair

**Notes:**

This is a rough time estimate; the goal should be to keep as close to this as possible so that we can stay focused and not go over on time

## **Complete Count Campaign for Census 2020**

### **Revised Marketing Plan and Timeline (3.20.2020)**

**Objective:** To significantly increase the rate of resident participation for the City of Hyattsville in the 2020 U.S. Census. The response rate in the 2010 Census was recorded at 75%, 114<sup>th</sup> place among Maryland municipalities reflecting a significant decrease in resident participation from the 2000 Census which recorded participation at 69%, 57<sup>th</sup> place overall. The City's goal is to raise the response rate in areas that have historically shown inaccuracies due to lack of participation such as: the Hispanic community, residents under the age of five, seniors, our significant immigrant population and low-income residents. This grant funding will allow Hyattsville to increase our Complete Count campaign efforts with aggressive and targeted community outreach communications. January – March the Committee launched an event-driven and advertising campaign. Since the onset of the Coronavirus, we have since cancelled our April 4 Hyattsville Census Day and moved the campaign online.

### **Complete Count Activities/Events to Date**

**January 21** – City-Sponsored Business Roundtable

**February 4** – Meeting with CASA to exchange ideas on canvassing and volunteer recruitment

**February 6** – Meeting to coordinate outreach with the PGCC's adult education programs

**February 14** – City-Sponsored Senior Valentine Social

**February 20** – Meeting with Hyattsville Chaplains

**February 26** – City-Sponsored African Americans and the Vote

**March 9** – Citywide Advertising Schedule Begins

- Bus shelter posters
- Big Belly posters
- Hyattsville Life & Times – front-page sticker/March issue
- Hyattsville Reporter –insert in English and Spanish
- Hyattsville Life & Times – two display ads – in English and Spanish
- Social – Census Tuesdays

### **Postponements**

**April 4** -- Hyattsville Census Day – pushing back (tentatively) to Saturday, May 16

### **Revised Virtual Campaign for March - May**

**Beginning March 25** -- 'Take 10' Campaign – City Administrator Tracey Douglas kicks-off for employees; adopt for resident campaign and tie to localized 'Get out the Count' Video Challenge with the following campaign components:

- Hyattsville.org ads
- HTML email series
- City social media postings
- Facebook ads

**Now-April 12** -- 'Get out the Count' Video Challenge (national) – Host contest for residents to submit video of Census completion online; submit top five local winners to National for \$30K prize; our prize gift cards

**March 25 – May 15** – Insertion of Census flyers in:

- 'Meals on Wheels' deliveries
- Public-school lunch pick-ups

## **Robo Calling**

TBD – The City is working on a robo calling system which the Complete Count team will use to mirror the email series; special callouts to seniors who need help to complete the form will be included in the calls with a (potential) 'help line'

## **Reschedule Hyattsville Census Day**

**May 16 --** Mayoral proclamation and citywide activities for on-site Census taking, canvassing and festivities